

Window sill refrigeration....as impractical as window sill cooking.



- Cooking with the sunshine on the window sill... of course you'll agree it is quite ridiculous.
- It is equally as ridiculous for anyone to expect efficient, safe refrigeration from a box suspended outside a window with foods facing the elements, freezing and thawing, as temperatures rise and fall rapidly.
- With an ELECTRIC REFRIGERATOR you can be positive of food safety over a period of several days, enabling you to buy in quantity when special prices prevail without fear of spoilage and possible danger to health.
- Such economical purchasing and the low operating cost will soon return the actual outlay for an ELECTRIC REFRIGERATOR.

**Calgary Power Company
LIMITED**
C. H. CLARK, Local Manager, Rockyford

ARDENODE

Mr. F. W. Aspin has returned home after a holiday spent in Calgary with friends.
Mr. and Mrs. Hartell of Cheate spent Sunday last with Mr. and Mrs. Brooks.

Mr. Ben Plesner who has been suffering from a poisoned finger is very much better and able to resume his duties.

Mr. and Mrs. Greenwood and daughter of Calgary spent the holiday with Mr. and Mrs. George Dawson.

School reopened Monday. Mr. N. Ellis fulfills the position of teacher.

Roberts Meat Market

For The Best In—
Beef, Pork, Lamb, Veal, Fish and Poultry
—At Lowest Prices
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STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. MOORE, EDITOR. RES. PHONE 44
SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

"THE MAPLE LEAF FOREVER"

The Alexander Muir "Garden Park" was recently opened in Toronto, and dedicated to the memory of the Canadian poet Alexander Muir, whom it will be remembered is the author of the Canadian National song— "The Maple Leaf Forever." It may not be generally known that the maple tree still stands under which Mr. Muir sat and from which came the inspiration for the poem.

Mr. Muir taught school for a number of years in Leslieville school, East Toronto, and one day while sitting as he frequently did under this tree a leaf fell and was still clinging to his coat sleeve when he returned home. The gorgeous coloring gave the cause of comment from a friend who suggested to Mr. Muir that he should write a verse about it, and hence the origin of the poem. All over Ontario now with the frosts of early autumn the green of the maple leaves will be transformed into gorgeous hues of reds, yellows, russet intermingled with bits of green. A maple tree in her autumn glory is a sight not to be forgotten, quite worthy of a commemorative song. The park was dedicated to the memory of Mr. Muir on behalf of Toronto citizens by Mr. Jas. L. Hughes, Minister of Education for Ontario for a number of years.

Should any of our readers plan to be in Toronto in the near future and desire to see this particular tree it is located a few yards south of Queen at on Lang ave in front of "Maple Cottage" in which at present dwells Mrs. F. M. Southam.

PREMIER BENNETT AND THE LEAGUE

Premier R. B. Bennett has left for Europe where he will be Canada's representative at the League of Nations meeting to be held this month. We still have hope that with the continued deliberation of the League's representatives they will be able to calm the ruffled tempers of nations and individuals whose desire seems to be to foment strife and incite to war the conditions rather than follow the paths of peaceful development. The stronger the advocates of peace who gather at the Council of the League, the more effective their labors will prove. Premier Bennett is among the most forceful representatives that Canada has had and it speaks in strongest terms of the attitude of Canada with regard to World Peace when she chooses men of courage as her representatives. May their trials increase.

NAMAKA

A meeting was held August 20th at the house of Mr. and Mrs. Claude Mackie of those interested in trying to build a rink here this fall. The Namaka skating club was formed with Otto Wheeler as chairman and Earle Baker, Secretary Treasurer. The organization is soliciting contributions of grain or money from the farmers. It is estimated about \$75 will be needed for lumber and incidentals. It is planned to dig a well and build the rink behind Watt's store, all labor to be voluntary. A committee consisting of Claude Mackie, H. A. Miller and J. A. Little are to be in charge of the work.

Miss Jean Thompson and Louis Peterson have gone to Calgary to attend school there for the next year.

Thos Harris is home again after being away all summer.

School opened Tuesday with 40 pupils registered, 28 in the Junior room and 12 in the Senior. This is a drop of almost half in the attendance of the latter room though there will probably be a few more pupils after the rush of fall work is over.

Miss Charlotte Watson and Miss Merle Baker spent several days in Calgary last week.

Mrs. Chas. Lundsten of Gleichen was a weekend guest at the Bremner home.

J. W. McIntosh, a former oil timer of Namaka, spent Tuesday in town.

THE STANDARD REQUESTS THAT ALL CORRESPONDENTS HAVE THEIR COPY IN NOT LATER THAN WEDNESDAY TO ENSURE PUBLICATION IN THE WEEK'S ISSUE.

CARSELAND

The F. B. Club met Thursday at the home of Mrs. Gardner.

School reopened Tuesday with the Principal Mr. Hoover again in charge. Miss Morrison of Medicine Hat is filling the place of Miss Patterson, who has been engaged at Luckford and Miss Patterson of the Primary Dept. again as teacher. Considerable discussion as to engaging another teacher and having grade XII work taught in Carseland school has engaged the thoughts of many interested but no decision was reached and it will probably be deferred now for another year.

Rev. P. Purser is expected to arrive home next week, following his summer in England.

HERVEY NOTES

Thrashing machines are humming in the neighborhood. Kent brothers will soon know how rich they are.

The Hervey School is away to a good start under the guidance of Miss Peter of Calgary.

The watch tower on binocular hill will be busy these days when Robert leaves for school.

The rural decorator found it difficult to finish the school as his bid at Minipore was similar to that of Genesis \$2.25.

The whole neighborhood was grieved to hear the sad news about Herbert Lawson.

Mary had a motor car, propelled by gasoline. And everywhere that Mary went, she rode on the machine. The motor struck a stone one day, and from its course deflected. The Doctor says that Mary is as well as he expected.

CANADA'S NEW LEGISLATION AND THE N. R. A.

Canada by reason of its traditional conservatism has been instinctively opposed to the Social and Economic planning which the New Deal necessitated in the United States. But the Canadian government by reason of the depression has been forced into a New Deal of its own. The first effect has been to split both of the old historic political parties.

The chief planks in Canada's New Deal are:

1—A Central Bank. 2—A drive against unfair practices in industries of all sorts. 3—A public works program. 4—The Marketing Act under which the government may completely control the Dominion's primary industries: Agriculture, Forestry and Fishing.

The tariff question ceases to be the principal political issue. Shall the nation economy be planned or not?

The financial trend of politics in Canada can hardly fail to be effected by the ultimate success or failure of the N. R. A. in the United States.

FREE FREIGHT POLICY

The department is now proceeding to organize the work of relief for drought areas under the free freight policy under which the prairie, disposition and railways will again share the cost for the movement of settlers to other locations, and arrangements are being made to meet the situation created by the shortage of feed in certain areas.

A SHIPMENT OF LADIES AND GIRLS SHOES JUST ARRIVED

Ladies from \$1.95 to \$3.45

Towels, reg. 20c each, Special, 2 for 35c

Children's Dresses, odd sizes Special ea. 59c

Grocery Specials that have that BARGAIN

APPEAL—Blue Ribbon Tea, per lb. 45c

Red Rose Coffee, per lb. 40c

Malkin's Best Coffee, per lb. 40c

Apples, 8 lbs for 25c

Buy them by the box at \$1.15

Corn Flakes, all kinds, 3 for 25c

Ginger Snaps, 3 lbs for 35c

Plums, Peaches and Pears have passed their peak. Quality and Quantity are beginning to fall off.

STRATHMORE TRADING COMPANY

Is Your Subscription Paid Up? Look at the Date on Label

Subscribe for the Standard and read all activities of your local district and political activities in your Home Paper.

Subscription price \$2.00 per year or 3 1/2 Bushels No. 1 wheat delivered to your nearest elevator and mail the certificate to us.

Sign on the dotted line today and mail to STANDARD OFFICE, Strathmore, Alta.

Please send the Strathmore Standard for one year to

Name _____

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for which I agree to pay \$2.00 or deliver 3 Bushels of Wheat.

LOOK!

At the Cockshutt Binder
Before You Leap
Into a Binder Deal

"You Can't be Cocksure,
Unless it's a Cockshutt."

RISDON'S MACHINE SHOP
PHONE 27

Take Notice!

PLEASE NOTE ALL ADVT'S IN THE CLASSIFIED COLUMN WILL IN FUTURE BE CHARGED FOR AT THE RATE OF 25c PER ISSUE.

MARCELLING AND HAIR DRESSING, each Friday and Saturday by Misses Alice and Agnes Barry, in the King Edward Hotel.

FOR RENT—DWELLING LATELY occupied by Mrs. Blackwell. Apply T. M. Wears, Barrister. 10c

FOR SALE—1 STRONG 2 WHEEL Trailer with Ford Road Box, good tires, Win Eby, Phone 1121, Strathmore, Alberta. Sp 12

FOR SALE—NEW 3-4 HEAVY McCormick Deering Wagon Great \$75.00. Hughes Motors.

FOR SALE—27-48 AULTMAN AND Taylor Separator, complete with belts, including drive belt. Apply: Hughes Motors, Strathmore.

WANTED—A SCHOOL GIRL FOR light duties in return for room and board. Apply Mrs. Nels White, on phone 56, Strathmore.

A. L. WILLIAMS, B. A. Barrister, Solicitor, Notary Business Service and Insurance

STRATHMORE, Res. PHONE 55

PETE DE KORT
Carpenter
STRATHMORE

HUB

BILLIARD ROOM AND BOWLING ALLEYS
STRATHMORE
Tobaccos and All Smokers' Necessaries
"The Home of Real Sport."
R. HAMBLY, Prop.

FRATERNAL
CANADIAN LEON, B. E. S.
Strathmore Branch, No. 10



A. V. McPARLAND—President
W. S. PATERSON—Sec-Treas
MEMORIAL HALL—Manager
F. W. WRIGHT—Manager
J. FAWCETT—Asst Manager
C. KREILING—Sec-Treas
The Memorial Committee have decided in view of the prevailing circumstances to make a reduction on the rental charges for the Memorial Hall for this year and the following rates are now in force:
All other charges are unchanged.
Main Hall for Meetings and Concerts—\$15.00
Main Hall for Dance—\$20.00
Main Hall and Dining Room for Concerts, etc.—\$25.00
Main Hall and Dining Room for Dance—\$25.00
The rates for the Dining Room will remain as formerly, viz:
Meetings—\$5.00
Card Parties, Dance, etc. with use of Kitchen—\$7.50

Churchill is a better port for the export of cattle from all parts of Alberta and Saskatchewan, according to Jack Byers, manager of the Western Stock Growers Association, who returned Tuesday morning after a trip to the northern port with 250 head of stock for shipment to Britain.

The only thing that is lacking is a rate from railway points. In the two provinces to Churchill, Mr. Byers said the rail trip is only half as long as to Montreal. The loading facilities are better and the ocean voyage to Churchill is actually 15 miles shorter he said.

We have spent the money, we have got the port and now we ought to use it as much as possible. B. 1

HIRTLE'S THEATRE

SATURDAY

SEPTEMBER 8

DAVID HARUM
with Will Rogers. Yes, we know this picture was here before, but don't you think it worth seeing at matinee prices?

TUESDAY

SEPTEMBER 11

GRAVE FIDELER, IS LOVE, LIFE AND LAUGHTER
New change in time on Tuesday showings.

W. H. B. SHARP, Manager

Church Notes

ST MICHAEL'S AND ALL ANGELS CHURCH

9th Sept. Trinity XV
8 am Holy Communion
10 am Sunday School
7:30 pm Evening, Our Father
Candlemas Holy Communion, 11:45

REV. T. B. WINTER

UNITED CHURCH STRATHMORE

Nanaka—Services 11 a.m.
Strathmore—Sunday School and Bible Class 10:30 a.m.
Service at 7:30 p.m.

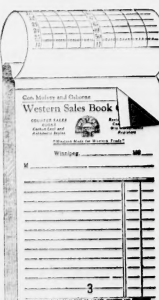
REV. E. B. BRUNDAOE

SACRED HEART CHURCH STRATHMORE

Rev. Father Cosman, Pastor
Strathmore, Carleton Place, London

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INSURANCE Of All Kinds
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ALBERTA
TAXATION
INQUIRY
BOARD

Public sittings of the Board appointed to make inquiry into the taxation now imposed by the Province and by municipal and other similar authorities, will be held at central points in the Province on dates to be announced later.

Those desirous of making representations before the Board at such sittings are requested to advise the Secretary on or before September 15, 1934, and anyone wishing to submit personal representations will please forward same to the undersigned.

HUGH N. BAKER,
Sec. Legislative Bldg.,
Edmonton, Alta.

WANTED

Alfalfa Hay and Green Oat Feed, or Sweet Clover Meal. Must be free from mould. Apply Hays & Co., Ltd. Calgary, Box 118, Phone S.0922. Mention Price wanted.

UNITED GRAIN GROWERS LIMITED

A DIVIDEND at the rate of four per cent has been declared on the paid up capital stock of United Grain Growers Limited, for the financial year ending July 31st, 1934.

Cheques will be mailed on September 15, 1934, to shareholders of record at the close of business, July 31st.

By order of the Board of Directors, R. S. LAWE, Pres., Winnipeg, Manitoba, August 24th, 1934.

SUNSHINE TRAIL MOST BEAUTIFUL HIGHWAY

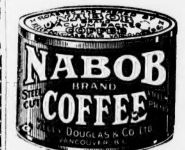
Magnificent scenery from Peace River to Los Angeles
The Sunshine Trail, extending 2200 miles from the Peace River in northern Alberta to Los Angeles in southern California is being used in its entirety by motorists for the first time this season.
It is now complete as an all weather highway, gravelled or paved, for the entire distance from Los Angeles near through to a point 50 miles north of Edmonton with the remaining 200 miles in northern Alberta to the banks of the Peace River completed as a standard earth highway ready for its coat of gravel.
Nowhere in America is there a hot or route more abundant in beauty and interest. The history of the road may be read as one runs, in the relics of the ancient Spanish regime in southern California, in the Indian mountain refuge founded by the Monks 70 years ago on the shores of the great Salt Lake in Utah. In the mining camps and the cattle ranches of Idaho and Montana, and southern Alberta, on to the far northern country where the fur traders and Indians met along the old Athabasca trail.

For beauty, the Sunshine trail links up, by means of short side trips with Zion park and the Grand Canyon of the Colorado, the Yellowstone in Wyoming, Glacier in the Rockies of Montana, Waterson lakes just across the border in Alberta, Banff and Lake Louise, gems of the Canadian Rockies just off the trail west of Calgary, and Jasper National Park, the largest mountain national park in the world, west of Edmonton.

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EXTEND SCHOOL LAND CONCESSION

An extension of the period covering the dollar for dollar concession on interest payments made on school lands has been granted by the provincial government. It was announced by Hon. Hugh Allen, minister of lands and mines. The bonus originally became effective in May 1933, and was made retroactive from Sept. 1st, 1932 to continue in force until July 31st 1934. This particular legislation was arranged with a view to facilitating economic conditions in rural communities by the concession of a bonus of one dollar to be credited with every dollar paid on account of accrued interest on school lands sales but it did not apply to payments made on account of principal. The bonus derived from this arrangement had been most noticeable and it has been decided to extend the period covering the offer of this particular bonus to March 31st, 1935.



"You Can't Stop stoking a steam engine"

Said Wrigley

Interviewed, and asked to what he attributed his phenomenal success, the late Mr. Wrigley, of chewing gum fame, replied, "To the consistent advertising of a good product."

"But," asked the reporter, "having captured practically the entire market, why continue to spend vast sums annually on advertising?"

Wrigley's reply was illuminating. "Once having raised steam in an engine," he stated, "it requires continuous stoking to keep it up. Advertising stokes up business and keeps it running on a full head of steam."

This applies to your business, too. Don't make a secret of your product. Tell people all about it. Tell them what it does. Tell them its advantages. Tell them where to get it. Tell them through the Press and keep on telling them.

EVERYBODY READS NEWSPAPERS

STANDARD
Advertising
Pays

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
S. LIBIN, Manager

SUGAR—
10 lbs—68c
20 lbs—\$1.29
100 lbs—\$6.45
BROWN SUGAR—
3 lbs—23c
6 lbs—45c
ICING SUGAR—
2 lbs—18c

VINEGAR—
Table, White, Gallon—55c
Wine, Double Strength, gal. 80c
Heinz, White, Gallon—80c
Malt Vinegar, Gallon—58c
Brown Pickling Bland, Gallon—69c
Bottles, White or Brown—17c

ROGER'S SYRUP
5 lbs—43c
10 lbs—85c

CORN STARCH—
Regular 2 for 25c,
Special, 2 for 19c

JAM SPECIAL—
Blackberry, 4 lb Tin—45c
Plum, 4 lb Tin—39c

Apricot, 4 lb Tin—45c
Peach, 4 lb Tin—45c

Greengage, 4 lb Tin—43c

COFFEE—
Fresh Ground, 4 lbs—95c
OUR BEST, 1 lb—30c
3 lbs—85c

CORN FLAKES—
All Kinds 3 for—25c
6 for—45c

FLY COILS—
The Best in the World, 1 dozen—23c
50—59c
100—\$1.45

SARDINES—
in Oil, 10 tins—39c

SALMON—
6 Tall Tins—65c

SOAP—
Sunlight, 8 Bars—35c

FLOUR—
98 lbs—\$2.65
Robin Hood, 98 lbs—\$2.85

Five Roses, 98 lbs—\$2.85

FRUIT AND VEGETABLES
TOMATOES—
Ripe, Basket—20c
PEACHES—
Free Stone No. 1 Case—\$1.59

PRUNES—
Italian Prune, Case—\$1.05

BANANAS—
lb—10c

CAULIFLOWER—
Large, each—10c

BLACK BERRIES—
If any, Basket—7c
5 for—33c

APPLES—
6 lbs—25c
Case—\$1.25
and—\$1.35

CANTELOUPES—
Large size, 3 for—25c

LEMONS—
Large Size, doz 30c

PICKLING ONIONS—
4 lbs—25c

GREEN PEPPER—
2 lbs—25c

RED PEPPERS—
lb—40c

CRAB APPLES—
Hyslop, 5 lbs—25c
Case—\$1.45

GRAPE FRUIT—
Each—5c
CUCUMBERS—
1 lb—3c
COOKING ONIONS—
8 lbs—25c
CABBAGE—
10 lbs—25c